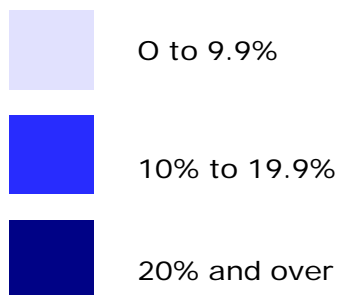
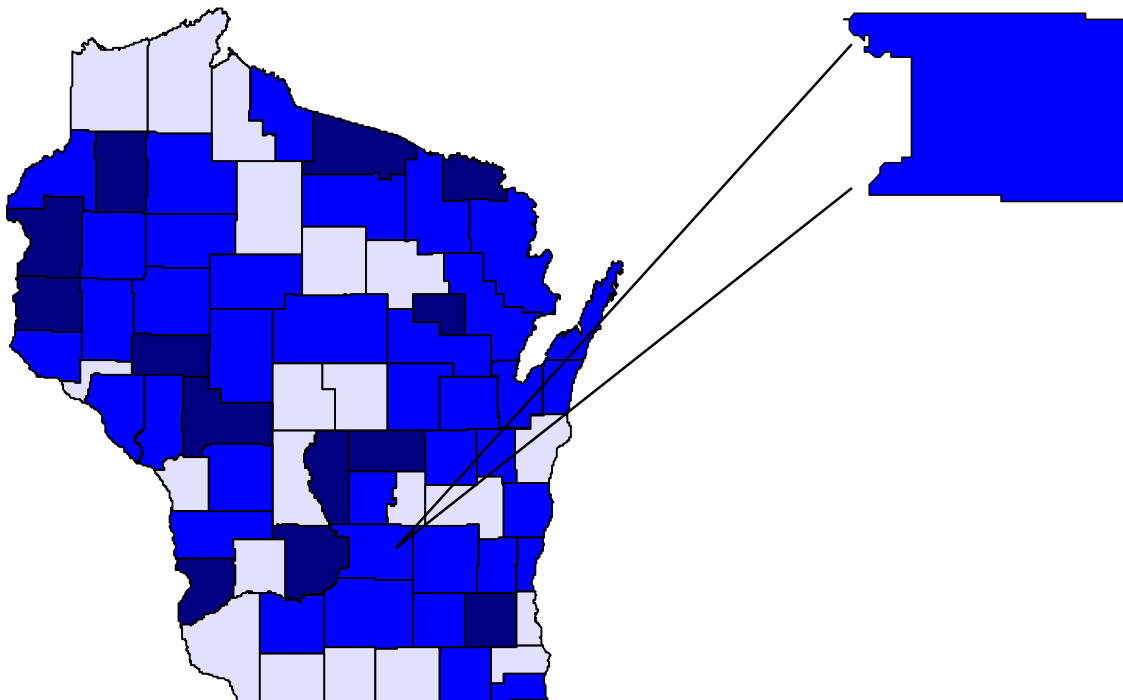


Columbia County Workforce Profile

Job Growth 1994 to 1999



Wisconsin Department of Workforce Development
Division of Workforce Solutions
Bureau of Workforce Information
October 2001



State of Wisconsin
Department of Workforce Development

Introduction

The County Workforce Profile has been developed by the Wisconsin Department of Workforce Development's (DWD) Bureau of Workforce Information (BWI) to provide a broad overview of Columbia County's labor market. The data included in this fourth year of publication is for 1999 to maintain consistency with the previous publications and to provide the user with a single year of reference in order to draw comparisons and form a picture of related labor force and employment information.

A variety of economic and demographic labor market information have been provided to describe the current labor market conditions in the counties and regions of Wisconsin. That information includes 1999 data on population, labor force, industries, employment, wages and income. The narrative describes how local conditions have changed over one-year and five-year intervals. Although population information is available from the 2000 census, it is not included in this publication since the period of time selected for all data sets is 1999. For more recent releases of information please consult the Wisconsin Department of Workforce Development Labor Market Information website: <http://www.dwd.state.wi.us/lmi>.

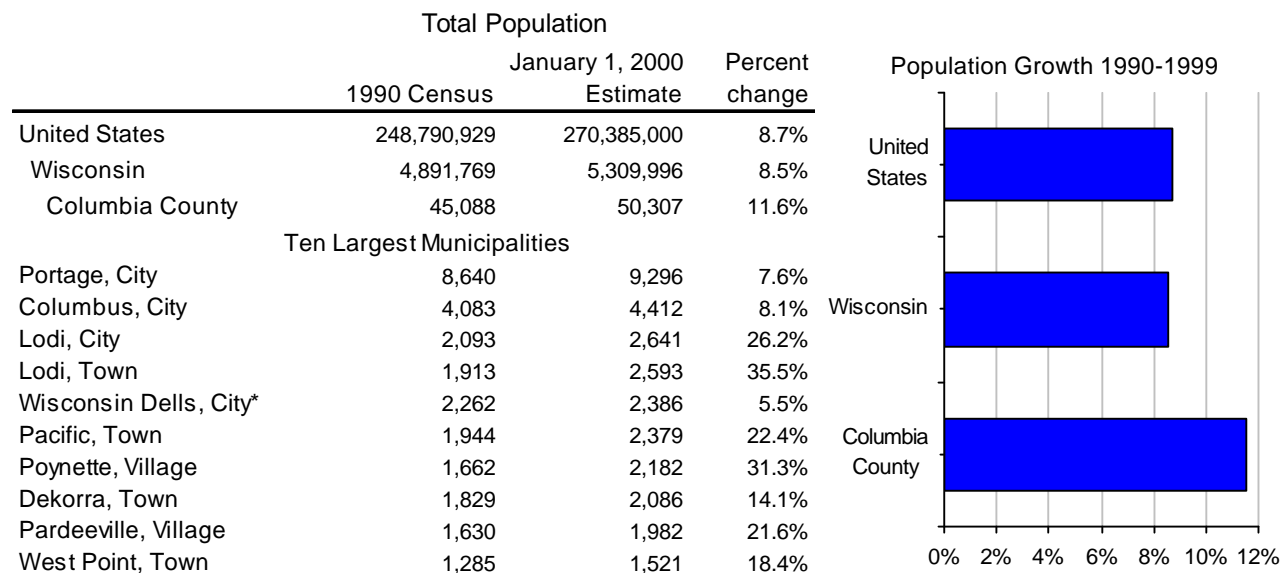
For more detailed information or clarification, please contact your local labor market analyst, Dan Barroilhet, by telephone (608-242-4885) or email (barroda@dwd.state.wi.us).

DWD is an equal opportunity service provider. If you need assistance to access services or material in an alternate format, please contact the analyst listed above.

Columbia County Population and Civilian Labor Force

Between the 1990 Census and the January 1, 2000 estimate of the 1999 population, Columbia County grew 12 percent or 5,219 people. Of Wisconsin's 72 counties, Columbia was in the top 20 in terms of proportional growth and in the top 25 in terms of numerical growth. Net migration (migration into the County minus migration out of the County) accounted for 4,078 people or 78 percent of Columbia County's population growth. Natural increase (births minus deaths) contributed 1,141 people or 22 percent of the population growth.

Columbia County's ten most populous municipalities accounted for 62.6 percent of the County's population and 79.3 of the County's population growth. The five most populous municipalities hosted 42.4 percent of the County's population and 44.8 percent of the County's population growth. Although not yet among the ten most populous municipalities, the Village of Wyocena experienced the tenth largest numerical gain (207 people). The seventh, eighth and ninth fastest proportional growth occurred, respectively, in Fall River (18.2%), the Village of Arlington (17.1%), and the Village of Wyocena (17%). At least 26 percent of the population growth happened near highway 60 and another 8.5 percent (at least) happened near highway 16.



* Columbia County portion only

Source: WI Dept. of Admin., Demographic Services Center, *Official Population Estimates*, January 1, 2000

The first step toward understanding labor force participation rates may be to define who is not in the labor force. People who do not seek work, such as students, homemakers, retirees and discouraged workers are “not in the labor force”. People who are ineligible for employment are not counted as “not working” and are not counted as “not in the labor force”; they are excluded altogether from the discussion. Reasons for ineligibility include incarceration, institutionalization, active military service or insufficient age (under 16). The term “unemployed” (or “not working”) refers only to bona fide job seekers who are not working.

The participation rate is the share of the employment-eligible population that works or looks for work. On average, in 1999, roughly 69.6 percent of Columbia County’s employment-eligible residents worked or sought work. This was slightly below the statewide average of 72.3 percent and exceeded the national average of 67.1 percent. This represents a decline from 74.8 percent participation in 1997 and 73 percent participation

in 1998. Several factors could affect participation rates. Wage increases would lure more workers into the labor market. If unemployment rates are low and falling, workers are less likely to abandon job searches. Retirement rates and stay-at-home parenting trends rely on financial resources and social attitudes. Each factor could have a host of social consequences well beyond participation rates.

The labor force, grew roughly 1.1 percent in 1995 and 2.8 percent in 1996 and 0.4 percent in 1997. The labor force shrank 0.5 percent in 1998 and shrank 4.1 percent in 1999. Along with this trend, the labor market will be influenced by the aging of workers in the baby-boom generation (those born between 1946 and 1964, who were 35 to 53 years old in 1999).

The table below shows that the total population growth 11.6 percent was distributed unevenly among the age groups. Columbia County gained 5,219 people between 1990 and 1999 and the 40- to 55-year-old

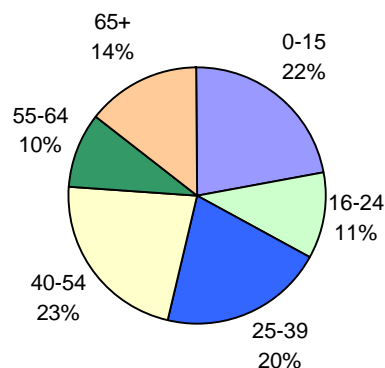
Source: Estimated from WI Dept of Administration population estimates, Jan 2000, US Census Bureau, and Local Area Unemployment Statistics

group gained 3,567 people, or 68.5 percent of the total gain. This increase of 3,567 40- to 55-year-olds represents a 45.9% gain in the group’s size. Adding to concerns that arise out of this aging boom is the dearth of people in the age group that would normally replace 40- to 55-year-olds as they move up the career ladder or retire. The 25- to 39-year-old group shrank 2.5 percent, losing 265 people. The 11.5 percent growth in the 16- to 24-year-old age group offers some encouragement, but this group is more likely to be in school and therefore “not in the labor force”. The comparatively slow 5.1 percent growth among 0- to 15-year olds may eventually force employers to step up recruitment and retention efforts as older workers retire.

Columbia County Population Distribution by Age

Age Group	Population 1990 Census	Population 1999 Estimate	Percent change
0-15	10,632	11,169	5.1%
16-24	4,870	5,430	11.5%
25-39	10,569	10,304	-2.5%
40-54	7,783	11,359	45.9%
55-64	4,192	4,786	14.2%
65+	7,043	7,259	3.1%

Source: Estimated from WI Dept of Admin, Demographic Services Center, Official Population Projections 1990-2020 and US Census Bureau

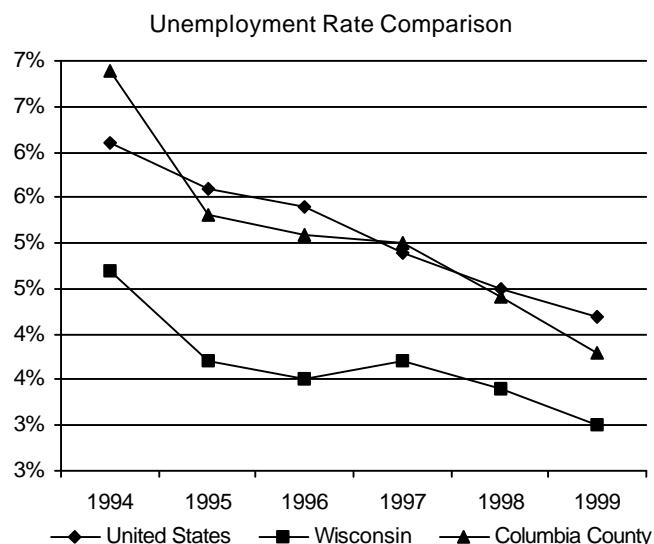


Columbia County Civilian Labor Force Data

	1994	1995	1996	1997	1998	1999
Labor Force	26,300	26,600	27,400	27,500	27,400	26,200
Employed	24,500	25,200	26,000	26,100	26,200	25,300
Unemployed	1,830	1,410	1,400	1,360	1,210	990
Unemployment Rate	6.9%	5.3%	5.1%	5.0%	4.4%	3.8%

Source: WI DWD, Bureau of Workforce Information, Local Area Unemployment Statistics

From 1994 to 1999, Columbia County's average annual unemployment rate dropped from 6.9 percent to 3.8 percent. Contributing factors included the falling participation rate (discussed on page 2), and an increase of over 700 employed persons (3 percent). The number of employed persons grew 2.8 percent in 1996, 0.5 percent in 1997 and 0.1 percent in 1998, and it declined 3.4 percent in 1999. Over the same period (1994 to 1999), Columbia County employers reported an increase of roughly 2,400 jobs (13.4 percent) (see page 4). This divergence reflects the difference between workers and jobs. The labor force figures (reported on pages 2 and 3) estimate the situations of Columbia County residents, while the wage and salary figures (reported on page 4) are derived from surveys of Columbia County employers. Three factors can contribute to the gap between these data sets: 1) They are derived from separate surveys with unrelated samples and different methodologies. 2) One resident can hold more than one job but cannot be counted as "employed" more than once. Therefore, an increase in multiple job holding can allow growth in the number of jobs to outpace growth in the number of employed persons. 3) People residing outside of the County never count toward the County's labor force or employment figures, but can commute to work for a Columbia County em-



Source: WIDWD, Bureau of Workforce Information, Local Area Unemployment Statistics

ployer. Hence, increased inbound commuting (or decreased outbound commuting) could allow local employers to increase the number of jobs even though local residents are not accepting those jobs.

Commuting data below suggest that the first and second factors are more important in Columbia County than the third. Job growth trends also suggest a shift away from the inflexible schedules of manufacturing and toward services, where part-time schedules and wages encourage workers to hold more than one job.

Columbia County Commuting Patterns

	Commute Into	Commute From	Net Commute
Dane County	5,017	906	-4,111
Sauk County	1,104	671	-433
Dodge County	788	759	-29
Jefferson County	166	-	-166
Marquette County	210	909	699
Green Lake County	66	107	41
Adams County	52	457	405
Juneau County	52	131	79
Elsewhere	192	374	182
Total	7,647	4,314	-3,333
Work within Columbia County	13,578		

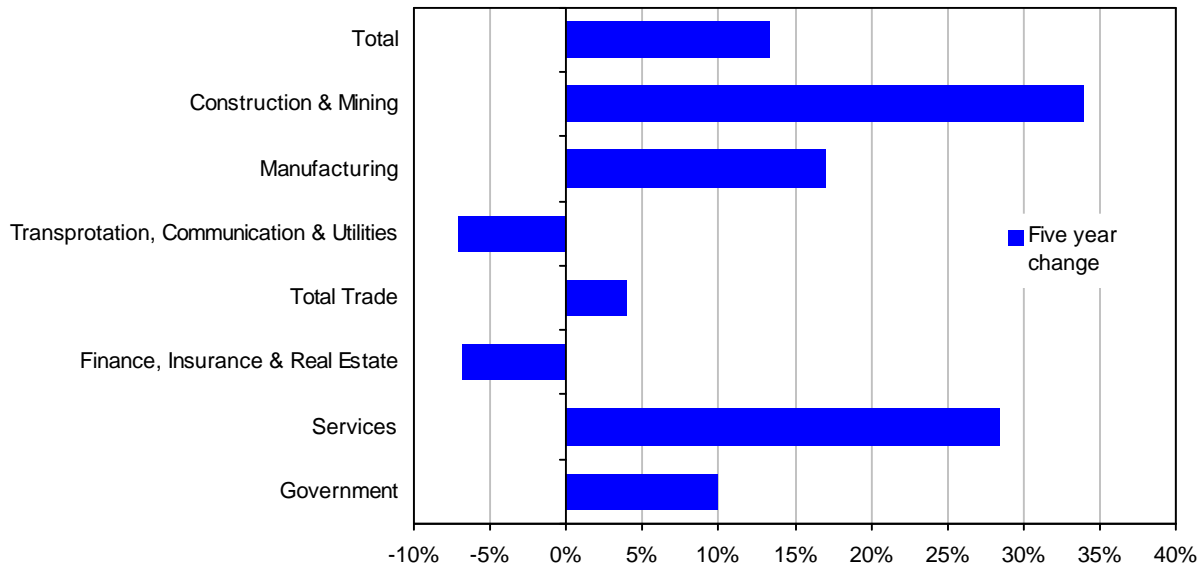


Source: DWD, Bureau of Labor Market Information and Customer Services, Wisconsin's Commuting Patterns, 1994

[The above commuting estimates were based on 1990 census data. Comparable data from the 2000 census will not be released before mid 2002 and updated commuting estimates will not be available before 2003. Although numbers will change, general patterns of movement are expected to continue.]

Of the roughly 7,600 workers who leave Columbia County for work, nearly 66 percent go to Dane County, roughly 14 percent go to Sauk County and approximately 10 percent go to Dodge County. Many of the workers commuting to Dane County lived and worked there before moving to Columbia County. High wages, extraordinarily low unemployment and diversity of jobs pull workers into Dane County while lower housing costs and smaller communities attract people to live in Columbia County.

Columbia County Employment Change by Industry 1994 to 1999



	1994	1995	1996	1997	1998	1999	Percent change 1 year	5 year
Total	18,007	18,704	19,161	19,609	20,074	20,412	1.7%	13.4%
Goods Producing	5,282	5,622	5,834	5,965	6,215	6,311	1.5%	19.5%
Construction & Mining	762	701	828	906	891	1,021	14.5%	34.0%
Manufacturing	4,520	4,920	5,006	5,058	5,324	5,290	-0.6%	17.0%
Durable	1,793	1,963	2,095	2,105	2,156	2,224	3.1%	24.0%
Nondurable	2,727	2,957	2,911	2,953	3,168	3,066	-3.2%	12.4%
Service Producing	12,726	13,083	13,327	13,645	13,859	14,102	1.8%	10.8%
Transportation, Communications & Utilities	843	832	874	877	838	783	-6.5%	-7.1%
Total Trade	4,726	4,857	4,824	4,810	4,884	4,911	0.6%	3.9%
Wholesale	841	849	863	854	807	791	-2.0%	-6.0%
Retail	3,885	4,007	3,961	3,955	4,078	4,121	1.1%	6.1%
Finance, Insurance, and Real Estate	533	495	497	508	520	496	-4.5%	-6.9%
Services & Misc.	3,383	3,570	3,759	4,009	4,068	4,347	6.9%	28.5%
Total Government	3,240	3,329	3,374	3,441	3,549	3,564	0.4%	10.0%

Source: WI DWD, Bureau of Workforce Information, Nonfarm Wage & Salary estimates.

The nonfarm wage and salary employment figures estimate the number of jobs in Columbia County that pay a wage or a salary. Self-employed people, business proprietors, and family farms are not included because they are outside the standard payroll systems that generate these figures. (Despite the term “nonfarm”, an agricultural job paying a wage or salary is included in “services & misc.”)

Columbia County gained 2,400 jobs between 1994 and 1999. This 13.4 percent job growth outpaced growth in the number of employed residents, which was 3.0 percent over the same time period. Unless Columbia County gained a sizable influx of inbound commuters (which seems unlikely given the commuting data on page 3), people holding more than one job may account for much of the difference between job growth and labor force growth (although differences in samples and methodology severely limit comparisons).

Even after growing 34 percent from 1994 to 1999, the number of construction jobs accounted for just 5 percent of total nonfarm employment in 1999. Many of these construction jobs may be attributable to homes inhabited by and businesses patronized by people moving to Columbia County. Some sort of housing must be available because 78 percent of population growth is coming from people moving to Columbia County (see page 1). This housing is more likely to be long-term residence than short-term rental because 68.5 percent of the population growth is taking place in the 40- to 54-year-old age group (see page 1). The commuting data and age demographics also suggest people moving to Columbia County contributed to the need for road construction on highways 51, 33 and 16, which spurred construction employment.

Columbia County's Largest Industries and Employers

Top 10 Industry Groups

Industry Group	March 2000		Numerical Change	
	Employers	Employment	1 Year	5 Years
Educational services	16	1,800	35	210
Health services	56	1,541	32	119
Eating and drinking places	101	1,307	23	10
Rubber and misc. plastics products	9	1,269	8	223
Automotive dealers & service stations	48	920	97	181
Food and kindred products	15	868	7	33
Executive, legislative, and general government	24	715	-7	-54
Special trade contractors	123	709	16	293
Miscellaneous retail	51	603	54	156
Printing and publishing	14	583	16	159

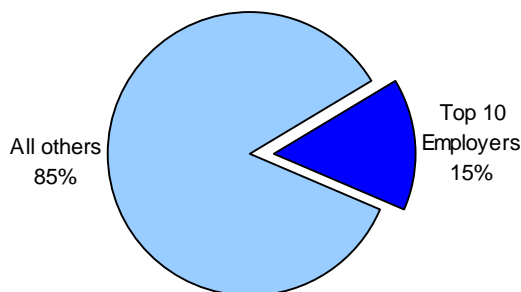
*data suppressed to maintain confidentiality

Top 10 private sector employers

Company	Product or Service	Size
Divine Savior Hospital & Nursing	Health services	500-999
Associated Milk Producers, Inc.	Dairy products	250-499
Penda Corp.	Plastics manufacturing	250-499
Trienda Corporation	Plastics manufacturing	250-499
Cardinal IG Co.	Glass manufacturing	250-499
Cascade Mountain, Inc.	Recreation services	100-249
Rayovac Corp.	Battery manufacturing	100-249
Beverly Health & Rehabilitation	Health services	100-249
American Packaging Corp.	Commercial printing (gravure)	100-249
Columbus Community Hospital, Inc.	Health services	100-249

Source: WI DWD, Bureau of Workforce Information Bureau, ES-202 file tape, 1st quarter 1999 and LMI benchmark 2000.

Top 10 Employers Share of
Nonfarm Employment



Top 10 Industry Groups
Share of Nonfarm Employment

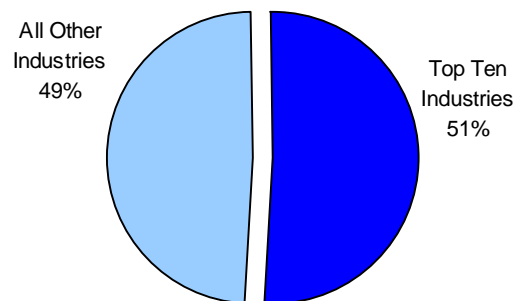


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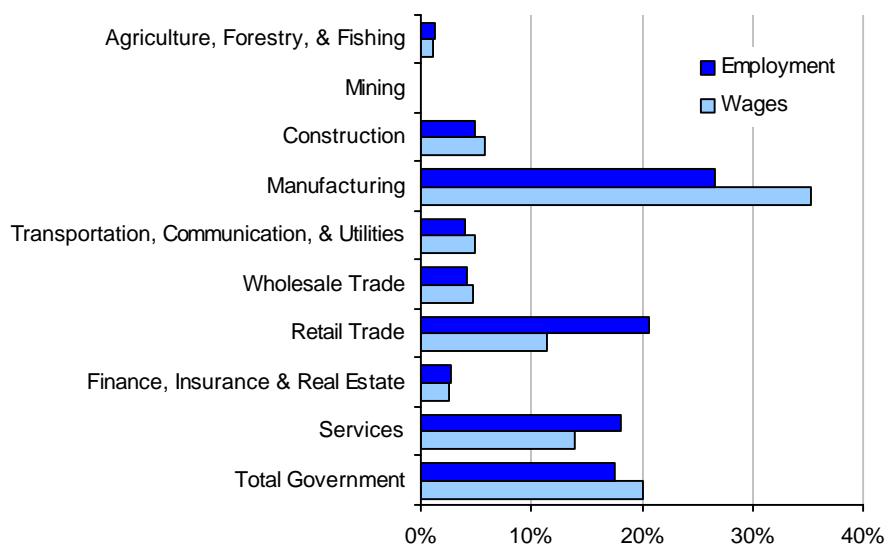
As of March 2000, 1,423 employers reported operations in Columbia County. Nearly 1,300 of these were in the private sector, with 355 in the service sector and 319 in retail trade. Manufacturing concerns, particularly plastics firms, play important roles in Columbia County's economy. At the same time, the prominence of services, such as education, recreation and health care, is rising as it has statewide and nationally.

Except the "executive, legislative and general government" category, all of Columbia County's major industries gained jobs over from 1994 to 1999. Over the same five years, the number of special trade contractor jobs grew 70.4%, or roughly twice as fast as proportional job growth for construction industry as a whole. In boom times for construction, more people may have been willing to take the entrepreneurial risks associated with self-employment. Residential construction seems a more likely source of self-employment for special trade contractors than large business or industrial construction projects. To the extent that this is true, the shift in construction emphasis toward special trade contractors may suggest a faster growth in residential construction.

Columbia County Employment and Wages 1999

	Annual Average Wage	State Average Wage	Percent of State Average	Percent change 1 year	Percent change 5 year	Number of Workers
All Industries	\$23,600	\$29,609	79.7%	3.1%	17.6%	19,494
Agriculture, Forestry, & Fishing	\$20,130	\$21,499	93.6%	-2.1%	14.3%	254
Mining	*	\$39,968	*	*	*	*
Construction	\$28,001	\$36,772	76.1%	3.7%	19.9%	949
Manufacturing	\$31,269	\$37,773	82.8%	5.4%	19.7%	5,184
Transportation, Communications, & Utilities	\$30,056	\$34,523	87.1%	-0.7%	6.3%	760
Wholesale Trade	\$25,963	\$38,048	68.2%	2.5%	5.5%	825
Retail Trade	\$13,060	\$15,066	86.7%	3.8%	19.4%	4,010
Finance, Insurance, & Real estate	\$22,324	\$37,911	58.9%	0.8%	9.0%	512
Services	\$18,115	\$26,041	69.6%	2.2%	21.1%	3,522
Total Government	\$26,983	\$32,017	84.3%	2.0%	16.9%	3,432

Total Employment and Wage Distribution by Industry Division



Source: WI DWD, Bureau of Workforce Information, *Employment, Wages and Taxes Due covered by Wisconsin's U.C. Law, Tables 209-211*

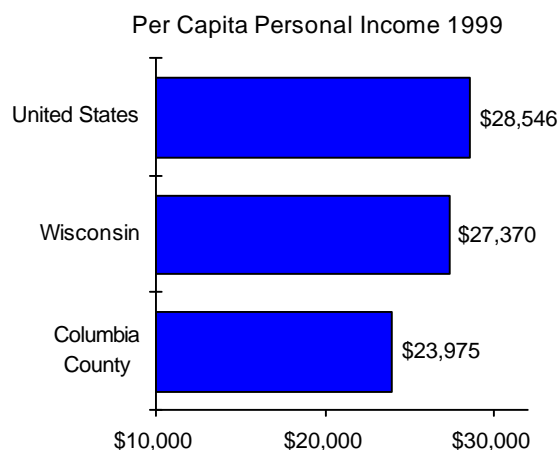
In 1999, the average wage for people working in Columbia County was roughly \$23,600, an increase of 3.1 percent from 1998 and an increase of 17.6 percent from 1999. At 79.7 percent of statewide average wages, Columbia County employers still pay relatively close to the 82.5 percent of statewide wages that they paid in 1994.

Average proportional wage growth from 1994 to 1999 was highest in services (expanding 21.1 percent), construction (increasing 19.9 percent), manufacturing (rising 19.7 percent) and retail (growing 19.4 percent). The average absolute pay increases of \$5,148 in manufacturing and \$4,640 in construction were substantially higher than average absolute increases of \$3,162 in services and \$2,123 in retail. However, a \$3,000 pay increase for a service worker who was making \$14,953 in 1994 might be just as important as a \$5,000 raise for a manufacturing worker who was making 25,967 in 1994.

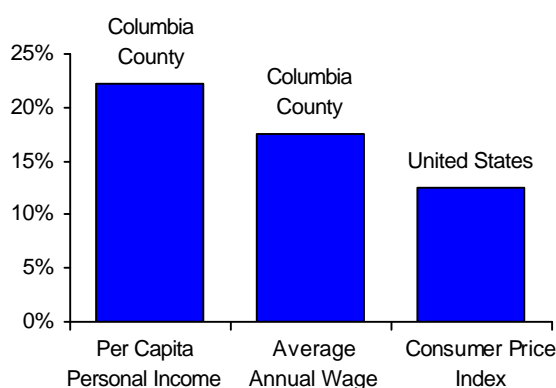
Manufacturing jobs grew 17 percent from 1994 to 1999 while the number of jobs in the services sector increased 18.5 percent (see page 4). Meanwhile, manufacturing provided 35.2 percent of Columbia County's wages and 26.6 percent of Columbia County's jobs while the service sector provided 13.9 percent of the wages and 18.1 percent of the jobs. Without a white-collar business hub or technology clusters, the local service sector is unlikely to close the wage gap and workers are unlikely to embrace the shift toward services.

Those industries whose wages stood up well against statewide averages did not comprise a large and growing share of total employment in Columbia County. Agriculture, forestry and fishing came closest to the statewide average wage (93.6 percent), and provided just 1.3 percent of the County's jobs. Transportation, communication and public utilities paid an average annual wage of \$28,271, or 87.1 percent of the average wage, and lost 7.1 percent of its jobs between 1994 and 1999.

Columbia County Wage and Income Data



Comparison of Selected Data: 1994 - 1999



Per capita personal income (PCPI) includes income from wages and self-employment, investment income (dividends, interest, rent), and transfer payments (social security, insurance and public assistance). In 1999, Columbia County's PCPI was \$23,975. This was 26.4 percent higher than the 1994 PCPI of \$19,616. Wisconsin's non-metropolitan counties saw PCPI growth of 25.1 percent over this period, from \$18,174 to \$22,732. In 1994 Columbia County's PCPI was 90.4 percent of the statewide average and has drifted slightly downward to 87.6 percent of the statewide average and from 7.9 percent above the non-metropolitan average to 5.5 percent above the non-metropolitan average. The Consumer Price Index, (a leading measure of inflation published by the Bureau of Labor Statistics), rose 12.4 percent between 1994 and 1999. Even after adjusting for inflation, PCPI appears to have grown significantly, but gains were distributed unevenly.

According to the payroll survey on page 6 wages paid by Columbia County employers grew 17.6 percent, between 1994 and 1999. Meanwhile, PCPI analysis shows that Columbia County residents' investment income grew 39.7 percent. Dividends, rents and interest payments increase income inequalities because they go only to those who can afford to invest and go disproportionately to those who can afford to invest large sums. Transfer payments would mitigate the effects of income inequality, but the 23.9 percent growth rate of transfer payments lagged far behind that of investment income.

Per Capita Personal Income

							Percent Change	
	1994	1995	1996	1997	1998	1999	1 year	5 year
United States	\$22,581	\$23,562	\$24,651	\$25,874	\$27,321	\$28,546	4.5%	26.4%
Wisconsin	\$21,699	\$22,573	\$23,554	\$24,791	\$26,227	\$27,370	4.4%	26.1%
Columbia County	\$19,616	\$20,200	\$21,227	\$22,154	\$23,053	\$23,975	4.0%	22.2%

Source: U.S. Dept. of Commerce, Bureau of Economic Analysis, Regional Economic Information System.

Selected Occupational Wage Data

	Mean	Median
Retail salesperson	\$8.40	\$7.09
Cashier	\$6.72	\$6.40
Team assembler	\$10.00	\$9.81
Stock clerk or order filler	\$8.06	\$7.35
Hand laborer, material mover	\$9.20	\$9.09
General office clerk	\$9.41	\$9.25
General or operations manager	\$24.48	\$21.40
Heavy truck/tractor-trailer driver	\$14.47	\$13.39
Registered nurses	\$18.54	\$17.99
Nursing aid, orderly or attendant	\$8.74	\$8.41
Janitor or cleaner	\$8.70	\$8.24
Gen. maintenance/repair worker	\$12.43	\$11.97
Hand packer or packager	\$9.01	\$8.69
Customer service representative	\$11.15	\$10.78
Accounting clerk/bookkeeper	\$10.37	\$10.06

Source: DWD, BWI, 1999 OES wage survey for Balance of State
See: http://www.dwd.state.wi.us/lmi/wages_oesmsa.htm

The wages for the selected occupations were reported by employers in the non-metropolitan areas of Wisconsin that responded to the Occupational Employment Statistics (OES) survey. Wages vary considerably from county to county depending on dominant industries and availability of jobs within commuting distance. Wages indicate what types of goods and services a county's workers and employers can afford.

The mean wage is the sum of all wages in an occupation divided by the number of wage earners in the occupation. The median wage is the midpoint of reported wages for an occupation; the same number of people was reported above this wage as below.

The occupations listed were selected because they employ the largest number of people in non-metropolitan Wisconsin. Jobs in health care and retail are plentiful. Many jobs are geared toward workers with high school education or 2-year college degrees more than people with 4-year degrees.